



ATTLEBORO
TAUNTON

SUNDAY SERVICE

EFFECTIVE OCTOBER 15, 2023

STARTING OCTOBER 15,
2023, GATRA WILL
OFFER SUNDAY SERVICE
ON SELECT ROUTES

A PARTIR DEL 15 DE
OCTUBRE DE 2023, GATRA
OFRECERÁ SERVICIO
DOMINICAL EN
DETERMINADAS RUTAS

A PARTIR DE 15 DE
OUTUBRO DE 2023, A
GATRA OFERECERÁ
SERVIÇOS AO DOMINGO EM
ROTAS SELECIONADAS

ROUTE 2 - BROADWAY/MARKET BASKET

ROUTE 4 - WEIR/WESTSIDE

ROUTE 7 - SCHOOL ST/ROUTE 44

ROUTE 8 - COUNTY ST/TARGET

ROUTE 10 - ATTLEBORO/NORTH ATTLEBOROUGH

ROUTE 11 - SOUTH ATTLEBORO CONNECTOR

ROUTE 14 - NORTH ATTLEBOROUGH/PLAINVILLE

OTHER ROUTES WILL HAVE SUNDAY SERVICE
ADDED IN JANUARY 2024



GATRA
800-483-2500
WWW.GATRA.ORG

Si usted desea traducir esto en
Español, por favor llame 508-
823-8828 ext 263
Se você preferir este traduzido
em Português, por favor ligue
508-823-8828 ext 263

**SCAN FOR MORE INFO
AND TO VIEW NEW SCHEDULES**
DIGITALIZE PARA OBTENHA MAIS
INFORMAÇÕES E VER NOVOS HORÁRIOS
ESCANEIA PARA OBTENER MÁS
INFORMACIÓN Y VER NUEVOS HORARIOS



2023

ANNUAL REPORT

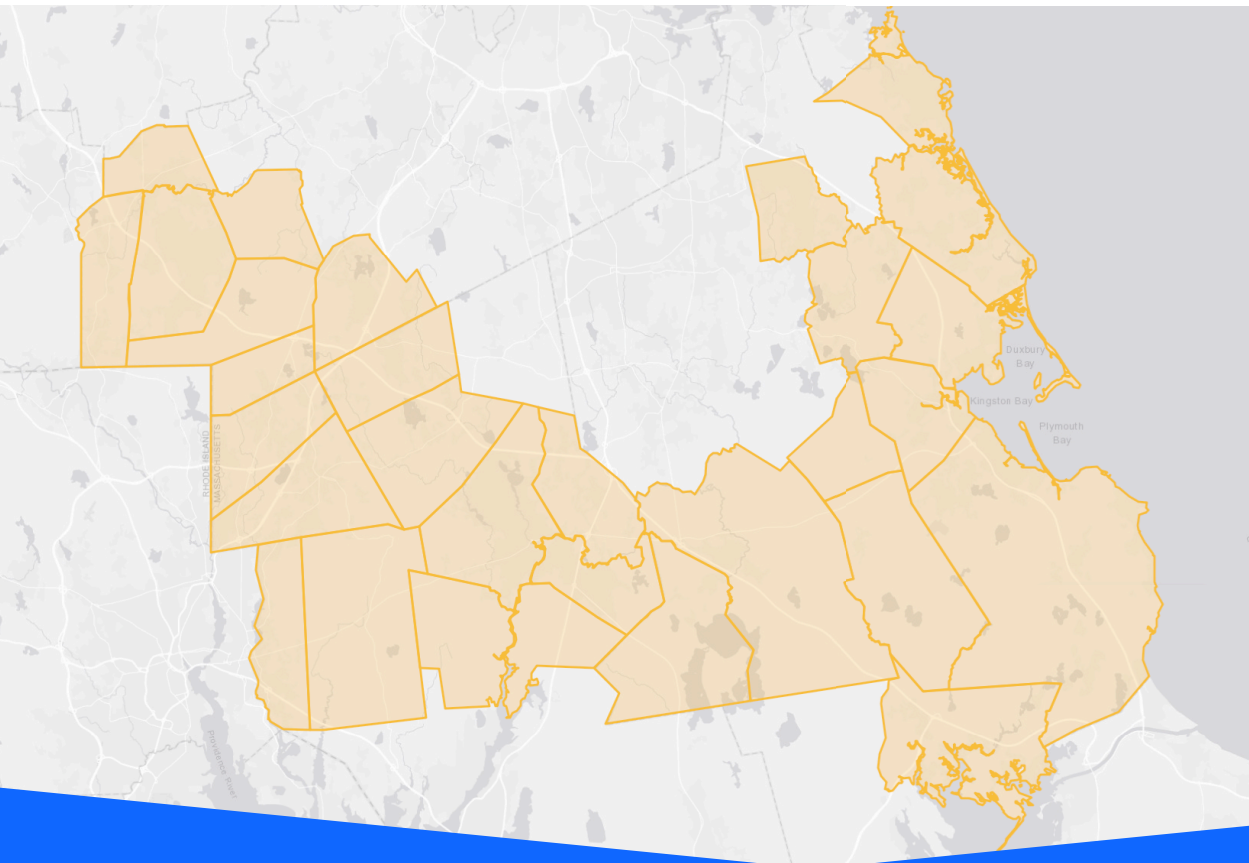


ABOUT US

Created in 1974 by Massachusetts General Laws Chapter 161B, the Greater Attleboro Taunton Regional Transit Authority (GATRA) provides comprehensive, affordable public transportation services to meet the mobility needs of people throughout 29 member communities in southeastern Massachusetts.

GATRA transit services include fixed-route bus service, paratransit (Dial-A-Ride) service for people with disabilities and senior citizens, Human Service Transportation for MassHealth recipients, commuter rail connection services, and microtransit offerings. Funding for GATRA comes from local, state and federal sources.

- ATTLEBORO
- BELLINGHAM
- BERKLEY
- CARVER
- DIGHTON
- DUXBURY
- FOXBOROUGH
- FRANKLIN
- HANOVER
- KINGSTON
- LAKEVILLE
- MANSFIELD
- MARSHFIELD
- MEDWAY
- MIDDLEBOROUGH
- NORFOLK
- N. ATTLEBOROUGH
- NORTON
- PEMBROKE
- PLAINVILLE
- PLYMOUTH
- PLYMPTON
- RAYNHAM
- REHOBOTH
- SCITUATE
- SEEKONK
- TAUNTON
- WAREHAM
- WRENTHAM





LETTER FROM OUR ADMINISTRATOR

The Greater Attleboro Taunton Regional Transit Authority is proud to serve the transportation needs of 29 communities in their service area. This has been a year of internal strengthening for the Authority, while continuing to grow the service that residents have come to expect.

As oversight is a large responsibility of the Authority, time was taken throughout this fiscal year (FY) to update the Advisory Board information packet to allow the Board to fully engage in their role for the Authority. Time was also taken to review an update many of the existing policies and procedures within the organization.

Throughout the year, GATRA reviewed routes for needed service changes. The introduction of Automatic Vehicle Locators, which were installed on all GATRA vehicles, is greatly increasing the data available to the Operations team. Both microtransit and demand-response services underwent a software change for dispatching those services. This change will take place over the fiscal year, so the full benefit will not be realized until FY24. Scituate became the newest microtransit community, where GATRA has seen ridership double under this new model. Overall, GATRA continued to see a positive, upward trend in ridership numbers across all modes.

The most exciting news of the year is that GATRA is moving forward with the long-planned maintenance facility for the southern part of the service area. GATRA received funding to purchase land in Wareham to build a new East Maintenance Facility. This has been a long-time project for GATRA and will allow for a state-of-the-art maintenance facility that can hold electric charging stations.

During this year, the Authority brought the third Administrator in the history of the organization on board. With new leadership, the Authority assessed the roles and responsibilities within the organization. The staff was restructured into teams to allow for more effective collaboration and productivity. In addition to Authority organizational changes, a new management company was brought in to handle the operations of the Authority. The transition was handled to minimize any interruption to the customers.

The financial stability of the Authority has remained constant through the change in leadership and subsequent restructuring. As can be seen in this Annual Report, the Authority is coming out of the pandemic fiscally stable and continuing to grow ridership. This sets a strong foundation for a year of growth in the next fiscal year.

Sincerely,

Mary Ellen A. DeFrias

Mary Ellen A. DeFrias
GATRA Administrator





OUR ACCOMPLISHMENTS

SERVICE

2020

Launched app-based ticketing for fixed route services



2020 - 2021

GATRA Go Microtransit expanded to Franklin, Foxborough, Norfolk, Wrentham, Pembroke, Plymouth

2022

GATRA Go Microtransit expanded to Scituate

2023

Dispatching software for Microtransit and Dial-A-Ride scheduling that allows for app booking

2022

Route and schedule changes in the Attleboro/Taunton areas to include not previously serviced areas such as Route 138 in Raynham to the Market Basket/Walmart, Route 1A in South Attleboro to Bristol Plaza, as well as Plainridge Casino in Plainville.



OUR ACCOMPLISHMENTS

CAPITAL



- 6 Fully Electric Gillig transit buses (2021)
- Automatic Vehicle Locators and Automatic Passenger Counters (2022)
- 4 E350 Electric Vans to be used in the micro transit system.



- Completed office alterations for the Infrastructure team on the first floor of the Taunton Terminal Bldg. These offices include the Assets, Facilities and IT departments.
- Taunton Terminal Bldg. generator brought online. GATRA's administrative offices, medical brokerage and terminal are fully operational in the event of a grid down situation.
- Electrical infrastructure upgrade completed. The Taunton campus is now fully supported by a 14kV circuit. This upgrade will ensure that GATRA has the capacity to support our growing Battery Electric Bus fleet.



- GATRA closed on a property in Wareham for the East Maintenance Facility. This facility will provide operations and maintenance support to our South Coast and South Shore routes.



OUR ACCOMPLISHMENTS

ADMIN

PLANNING



- Advisory Board Orientation and Training
- Overhaul of administrative policies and procedures, including Disadvantaged Business Enterprises (DBE), procurement, and fiscal planning.



- GATRA completed an updated Regional Transportation Plan in 2020 and has been slowly implementing improvements identified in that plan as funding has allowed. GATRA has also participated in the updating of regional Coordinated Human Transportation plans with its local planning agencies; Southeastern Regional Planning and Economic Development District (SRPEDD) and Old Colony Planning Commission (OCPC).



COMMUNITY OUTREACH

Throughout the year, GATRA actively engages in diverse community outreach initiatives across our region including at high schools, colleges, councils on aging, senior housing locations, state and non-profit agencies, as well as local organizations. Additionally, GATRA's staff participates in transportation conferences at regional, state, and national levels to remain up-to-date on public transportation trends. The primary objective is to enhance awareness and promote GATRA's fixed route, demand-response, and microtransit services within the communities we serve.

GATRA is proud to have participated in:

- High School and College Orientations
- Senior Health Fairs
- Events at Housing Authority Locations
- Group travel training at Councils on Aging
- Food and Toy Drives
- Fairs and Events supporting the needs of persons with a disability
- Veterans Services Initiatives
- Health and Human Services Advisory Committees
- Education and Employment Events to highlight available transportation options





PARTNERSHIPS



GATRA partners with Blue Apple Bus to secure funding for service from Mansfield to Logan Airport



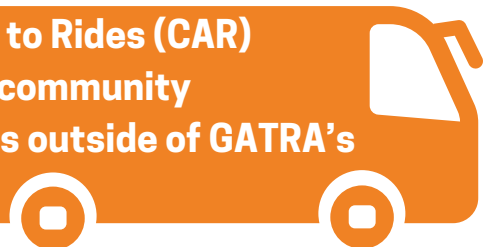
GATRA, in partnership with the Regional Transit Authorities and MassDOT, developed and continues to maintain Ride Match, a website that combines all public, private, and accessible transportation options in one online resource.



GATRA partners with Taking People Places in Plymouth to secure funding for a community transportation program to provide LYFT rides for outside of GATRA's service hours.



GATRA partners with the Community Access to Rides (CAR) program in Attleboro to secure funding for a community transportation program to provide UBER rides outside of GATRA's service hours.



GATRA partners with Taking People Places in Plymouth to secure funding for a community transportation program to provide LYFT rides for outside of GATRA's service hours.





RIDERSHIP STATISTICS

2021

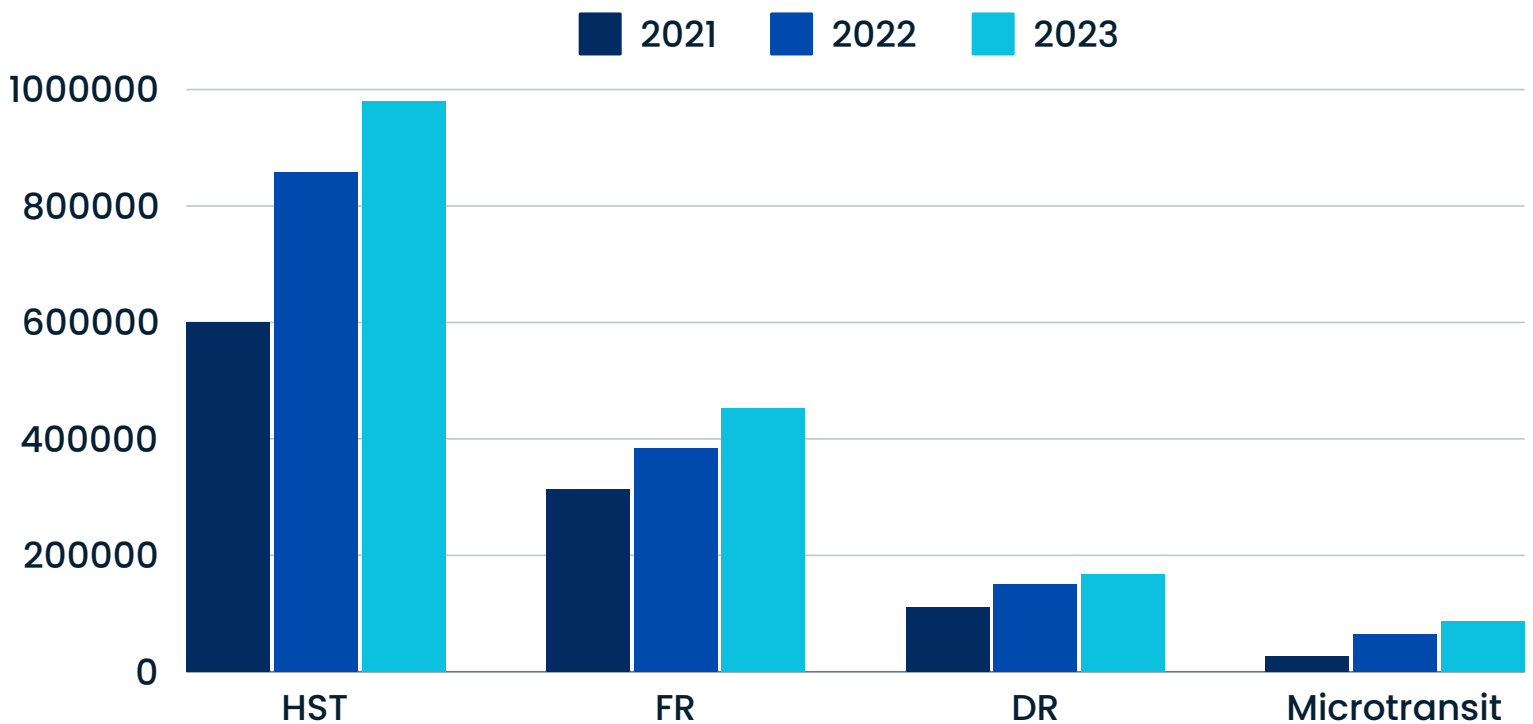
- FR: 312,763
- DR: 111,393
- Microtransit: 27,272
- HST: 599,971*
- TOTAL: 1,051,399

2022

- FR: 383,375
- DR: 149,650
- Microtransit: 64,529
- HST: 857,578*
- TOTAL: 1,455,132

2023

- FR: 451,949
- DR: 167,724
- Microtransit: 87,524
- HST: 979,686*
- TOTAL: 1,686,883



HST= Human Service Transportation

FR= Fixed Route

DR= Demand Response

*= PT-1 trips (not including Program-Based)



RIDERSHIP STATISTICS FY 23



FIXED ROUTE

 **451,949**

- Attleboro/Taunton: 294,284
- Plymouth Area Link (PAL): 74,172
- Marshfield/Duxbury/Kingston (SAIL): 26,671
- Onset Wareham Link (OWL): 43,802
- Medway Commuter Shuttle: 1,429
- Scituate Sloop Shuttle (July-January) (Became GATRA Go Seacoast): 3,017
- Wareham/New Bedford Shuttle: 2,605



MICROTRANSIT BY SERVICE

 **87,524**

- GATRA Go Connect (July-January)(Included in United February - June): 20,378
- GATRA Go Coastline: 12,286
- GATRA Go Explore: 2,612
- GATRA Go Seacoast (February- June) 2,972
- GATRA Go United: 49,276



DEMAND RESPONSE BY COMMUNITY

 **167,724**

- | | |
|-----------------------------|---------------------|
| • Attleboro/Taunton: 68,216 | • Medway: 913 |
| • Bellingham: 5,905 | • Middleboro: 8,657 |
| • Carver: 6,831 | • Norfolk: 357 |
| • Duxbury: 5,621 | • Pembroke: 7,074 |
| • Hanover: 5,550 | • Plainville: 2,032 |
| • Kingston: 4,326 | • Plymouth: 29,201 |
| • Lakeville: 2,423 | • Scituate: 4,049 |
| • Marshfield: 5,445 | • Wareham: 9,471 |
| | • Wrentham: 1,653 |

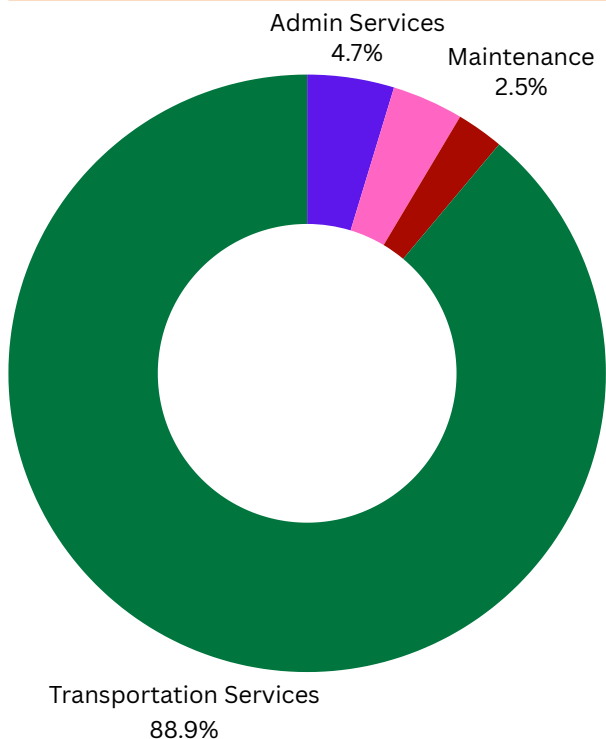
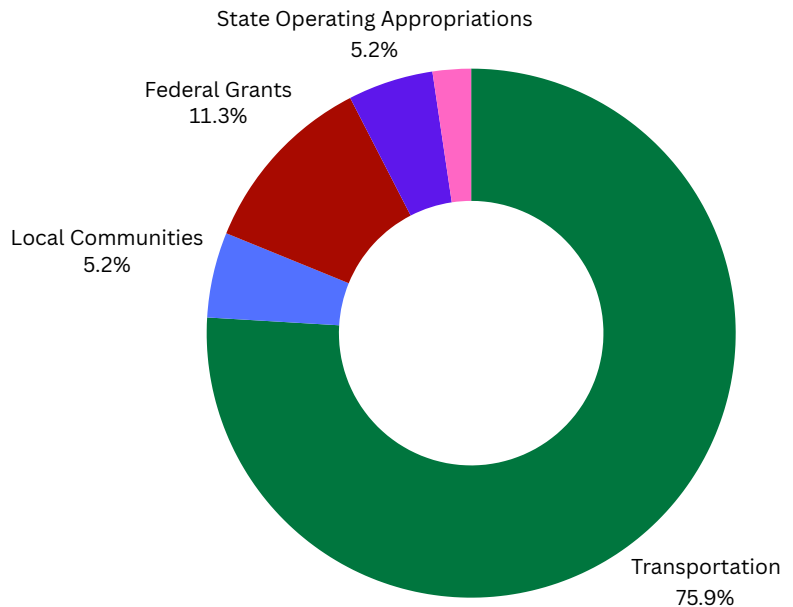


FINANCES

REVENUES BY SOURCE

Transportation Revenues	\$69,828,665
Local Communities' Appropriations	\$4,797,167
Federal Grants	\$10,366,045
State Operating Appropriations	\$4,797,167
Federal, State, Private Capital Appropriations	\$2,156,920

Total: \$92,682,327



EXPENSES BY SOURCE

Transportation Services	\$82,389,742
Maintenance	\$2,362,203
Administrative Services	\$4,353,781
Depreciation	\$3,576,601

Total: \$91,945,964



ADVISORY BOARD MEMBERS

	<u>Member</u>	<u>Designee</u>		<u>Member</u>	<u>Designee</u>
ADA DELEGATE	Michael Raymond		MIDDLEBOROUGH	Megan Artz	Michael Toole
ATTLEBORO	Mayor Cathleen DeSimone		NORFOLK	Anita Mecklenburg	Karen Edwards
BELLINGHAM	Donald Martinis	Josie Dutil	NORTH ATTLEBORO	Justin Pare'	Antonio Morabito
BERKLEY	George F. Miller	Dean Larabee	NORTON	Megan Artz	Michael Toole
CARVER	Mark E. Townsned	Connie Kelly	PEMBROKE	Daniel W. Trabucco	Gretchen Emmetts
DIGHTON	Leonard E. Hull, Jr.	Anabela Powell	PLAINVILLE	Stanley Widak, Jr.	Brenda Watkinson
DUXBURY	Fernando Guitart	Joanne Moore	PLYMOUTH	Betty A. Cavacco	Derek Brindisi
FOXBOROUGH	Leah B. Gibson	Marc Craig	PLYMPTON	Christine Joy	Colleen Thompson
FRANKLIN	Tom Mercer	Cobi Frongillo	RAYNHAM	Richard Schiavo	Erin Medeiros
HANOVER	Rhonda Nyman	Tammy Murray	REHOBOTH	Frederick "Skip" Vadnais Jr	Richard Panofsky
KINGSTON	Kimberly A. Emberg	Patti Waitkevich	SCITUATE	Anthony V. Vegnani	Linda Hayes
LAKEVILLE	Richard LaCamera	Lori Fahey	SEEKONK	Justin Sullivan	Brittney Faria
MANSFIELD	Michael A. Trowbridge	Kevin Dumas	TAUNTON	Mayor Shaunna O'Connell	
MARSHFIELD	Stephen R. Darcy	Greg Guimond	WAREHAM	Judith Whiteside	Alan Slavin
MEDWAY	Dennis Crowley	Courtney Riley	WRENTHAM	Joseph F. Botaish, II	Janet Angelico

